

Connell II, Jim

From: ahoff@local12.com
Sent: Tuesday, October 30, 2012 3:28 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

Order Information:

Order #: 44902
Order Total: \$96,900.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776216
Estimate #: 1000
Flight Dates: 10/30/12 - 11/06/12
Demo : Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44902-9-1) :
Rate: \$5,000.00
Air Date: Fri 11/02/12
Eligible Days: -----
Inventory Code: Fri Reg 3
Inventory Description: Fri Reg 3
Inventory Code Time: 10:00 PM-11:00 PM
Spot Type: NM
Length: :30
Channel (s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: No Avail

2x Sat 12-3:30P
on 11/3 (WCU. (44902))
④ 1250 each
(P3)

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Wednesday, October 31, 2012 12:54 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Crossroads Grass Root Political - 44902

Station: WKRC-TV

Order Information:

Order #: 44902
Order Total: \$97,800.00
Agency: Mentzer Media Services
Advertiser: Crossroads Grass Root Political
Product: CROSSROADS GPS
Alternate Order #: 09776216
Estimate #: 1000
Flight Dates: 10/30/12 - 11/06/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (44902-1-3) :
Rate: \$500.00
Air Date: Fri 11/02/12
Eligible Days: -TWThF----
Inventory Code: Let's Make a Deal
Inventory Description: Let's Make a Deal
Inventory Code Time: 3:00 PM-4:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/o Notice
Preempt Reason: No Avail

*Fri 11/02
Let's Make a Deal
(P2)*

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10ancir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs
syracude

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

Williams, Lynda

From: Bradley, Alexandra [Alexandra.Bradley@msmtvsales.com]

Sent: Wednesday, October 31, 2012 3:20 PM

To: Williams, Lynda

Subject: RE: Crossroads GRP mg

this was approved

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [mailto:lwilliams@local12.com]

Sent: Wednesday, October 31, 2012 3:07 PM

To: Bradley, Alexandra

Subject: RE: Crossroads GRP mg

It is your line 9 fri 10-11p 11/2

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

From: Bradley, Alexandra [mailto:Alexandra.Bradley@msmtvsales.com]

Sent: Wednesday, October 31, 2012 3:01 PM

To: Williams, Lynda

Subject: RE: Crossroads GRP mg

Did you mean the Good Wife on Sun 11/4 is NA at \$5000?

Alexandra Keller
Senior Account Executive
Millennium Sales-DC
p. (202) 955-5342
f. (202) 955-5348
alexandra.bradley@msmtvsales.com

From: Williams, Lynda [mailto:lwilliams@local12.com]
Sent: Wednesday, October 31, 2012 2:48 PM
To: Bradley, Alexandra
Cc: Connell II, Jim
Subject: Crossroads GRP mg

Crossroads GRP 44902 9776216

1x na 11/2 3-4p @ \$ 500.00 mg Friday 11/2 9-10a ncir DR

1x na 11/2 10-11p 1x @ \$ 5,000.00 mg Saturday 11/3 12-330p 2x @ \$2,500.00 each uc vs syracuse

Lynda Williams
Local 12/CIN CW
National Sales Assistant
p 513/763-5507
f 513/763-5562
LWilliams@local12.com

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 1												
10/30/12	Tuesday	:58:37 PM	:30	\$500.00	OHSNT\Let's Make a Deal		3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1 MWASI-	
10/31/12	Wednesday	:29:21 PM	:30	\$500.00	OHSNT\Let's Make a Deal		3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	2 MWASI-	
11/01/12	Thursday	:28:36 PM	:30	\$500.00	Let's Make a Deal		3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	4 MWASI-	
\$1,500.00												3
Line: 2												
10/30/12	Tuesday	:27:18 PM	:30	\$850.00	OHSNT\4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PCROSSROADS GPS	1000	P-2	1 MWASI-			
10/31/12	Wednesday	:12:56 PM	:30	\$850.00	OHSNT\4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PCROSSROADS GPS	1000	P-2	2 MWASI-			
11/01/12	Thursday	:13:26 PM	:30	\$850.00	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PCROSSROADS GPS	1000	P-2	4 MWASI-			
11/02/12	Friday	:19:41 PM	:30	\$850.00	4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PCROSSROADS GPS	1000	P-2	3 MWASI-			
\$3,400.00												4
Line: 3												
10/30/12	Tuesday	:38:46 PM	:30	\$1,100.00	OHSNT\5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PCROSSROADS GPS	1000	P-2	2 MWASI-			
10/31/12	Wednesday	:49:48 PM	:30	\$1,100.00	OHSNT\5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PCROSSROADS GPS	1000	P-2	1 MWASI-			
11/01/12	Thursday	:49:18 PM	:30	\$1,100.00	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PCROSSROADS GPS	1000	P-2	3 MWASI-			
11/02/12	Friday	:34:21 PM	:30	\$1,100.00	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PCROSSROADS GPS	1000	P-2	4 MWASI-			
\$4,400.00												4
Line: 4												
10/30/12	Tuesday	:23:27 PM	:30	\$1,200.00	OHSNT\6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	2 MWASI-		
10/31/12	Wednesday	:11:53 PM	:30	\$1,200.00	OHSNT\6p Local 12 News at Six	6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1 MWASI-		
\$2,400.00												2
Line: 5												
11/01/12	Thursday	:22:29 PM	:30	\$900.00	M-F 7p-730p		7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	3 MWASI-	
11/02/12	Friday	:28:04 PM	:30	\$900.00	M-F 7p-730p		7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	2 MWASI-	
11/02/12	Friday	:03:56 PM	:30	\$900.00	M-F 7p-730p		7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	4 MWASI-	
\$2,700.00												3
Line: 6												
10/30/12	Tuesday	:31:18 XM	:30	\$650.00	OHSNT\Letterman		11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	2 MWASI-	
10/31/12	Wednesday	:24:00 XM	:30	\$650.00	OHSNT\Letterman		11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1 MWASI-	
11/01/12	Thursday	:46:00 PM	:30	\$650.00	Letterman		11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	3 MWASI-	
11/02/12	Friday	:23:30 XM	:30	\$650.00	Letterman		11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	4 MWASI-	
\$2,600.00												4
Line: 7												
10/30/12	Tuesday	:12:05 PM	:30	\$2,400.00	OHSNT\11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1 MWASI-		
10/31/12	Wednesday	:18:59 PM	:30	\$2,400.00	OHSNT\11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	2 MWASI-		
11/01/12	Thursday	:18:27 PM	:30	\$2,400.00	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	3 MWASI-		
11/02/12	Friday	:05:29 PM	:30	\$2,400.00	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	5 MWASI-		
11/03/12	Saturday	:33:30 PM	:30	\$2,400.00	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	4 MWASI-		
11/04/12	Sunday	:11:06 PM	:30	\$2,400.00	11p M-Su Local 12 New	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	6 MWASI-		
\$14,400.00												6

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Crossroads Grass Root Political												
Agency: Mentzer Media Services												
Station: WKRC-TV												
Order: 44902												
Line: 8												
10/30/12	Tuesday	:31:00 PM	:30	\$6,500.00	OHSNT\	Tue Reg 1	8:00 PM-9:00 PM	CROSSROADS GPS	1000	P-2	1 MWASH	
				\$6,500.00							1	
Line: 10												
11/03/12	Saturday		:30	\$1,200.00		Sat Reg 2	9:00 PM-10:00 PM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$1,200.00							1	
Line: 11												
11/03/12	Saturday		:30	\$2,000.00		Sat Reg 3	10:00 PM-11:00 PM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$2,000.00							1	
Line: 12												
11/04/12	Sunday	:58:46 AM	:30	\$1,800.00		Face the Nation	10:30 AM-11:00 AM	CROSSROADS GPS	1000	P-1	1 MWASH	
				\$1,800.00							1	
Line: 13												
11/04/12	Sunday	:58:56 PM	:30	\$35,000.00		Bengals vs Cleveland	(1:00:00 PM-4:00:00 PC	CROSSROADS GPS	1000	P-2	1 MWASH	
				\$35,000.00							1	
Line: 14												
11/04/12	Sunday	:40:08 PM	:30	\$5,000.00		Sun Reg 3	(9:00:00 PM-10:00:00 C	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$5,000.00							1	
Line: 15												
11/05/12	Monday	:28:36 PM	:30	\$500.00		Let's Make a Deal	3:00 PM-4:00 PM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$500.00							1	
Line: 16												
11/05/12	Monday	:27:51 PM	:30	\$850.00		4p Local 12 News at Fo	(4:00:00 PM-4:30:00 PC	CROSSROADS GPS	1000	P-2	1 MWASH	
				\$850.00							1	
Line: 17												
11/05/12	Monday	:56:51 PM	:30	\$1,100.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PC	CROSSROADS GPS	1000	P-2	1 MWASH	
				\$1,100.00							1	
Line: 18												
11/05/12	Monday	:20:32 PM	:30	\$1,200.00		6p Local 12 News at Six	(6:00 PM-6:30 PM	CROSSROADS GPS	1000	P-2	1 MWASH	
				\$1,200.00							1	
Line: 19												
11/05/12	Monday	:22:29 PM	:30	\$900.00		M-F 7p-730p	7:00 PM-7:30 PM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$900.00							1	
Line: 20												
11/05/12	Monday	:46:00 PM	:30	\$650.00		Letterman	11:35 PM-12:35 XM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$650.00							1	
Line: 21												
11/05/12	Monday	:18:34 PM	:30	\$2,400.00		11p M-F Local 12 News	11:00 PM-11:35 PM	CROSSROADS GPS	1000	P-3	1 MWASH	
				\$2,400.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/30/12-11/06/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: Crossroads Grass Root Political

Agency: Mentzer Media Services

Station: WKRC-TV

Order: 44902

Line: 21

\$2,400.00

1

Line: 22

10/30/12	Tuesday	:24:15 PM	:30	\$900.00	OHSNT	M-F 7p-730p	7p-730p	CROSSROADS GPS	1000	P-3	1 MWASH
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\$900.00

1

Line: 23

11/02/12	Friday		:30	\$500.00		M-F 9a-10a	9a-10a	CROSSROADS GPS	1000	P-2	1 MWASH
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\$500.00

1

Line: 24

11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	1 MWASH
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11/03/12	Saturday		:30	\$2,500.00		Big East Football	12p-330p	CROSSROADS GPS	1000	P-3	2 MWASH
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\$5,000.00

2

\$96,900.00

43

\$96,900.00

43

\$96,900.00

43

\$96,900.00

43

\$96,900.00

43

[Filtered by:] [Sorted by: Station]